

BEN WALLACE

Bristol based multi disciplined designer

2021 – 2022 Curriculum Vitae

CONTACT

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View my portfolio at ben-wallace.com

Say Hi! Connect with me on LinkedIn
[linkedin.com/in/benjaminwallace](https://www.linkedin.com/in/benjaminwallace)

EDUCATION

Oxford Brookes 2011-2014

Sequential Illustration (B.A)

Swindon College 2009-2011

Art and Design (BTEC)

Wootton Bassett 2001-2007

Comprehensive School

SOFTWARE & TECHNOLOGY

- Illustrator
- InDesign
- Animate
- XD & Figma
- WordPress CMS
- HTML & CSS
- PowerPoint
- Google Analytics
- Photoshop
- Lightroom
- After Effects
- Clo 3D
- Mailchimp
- HTML5
- Google Ads
- Mac & PC

OTHER CAPABILITIES

- Fast and ambitious learner
- Effective prioritisation
- Exceptional communicator
- Great attention to detail
- Autonomous and a team player
- Full clean UK driving license

PERSONAL INTERESTS

- Organising cycling trips – improving my planning and team-building skills
- Enjoy keeping active regularly and maintaining a good work-life balance
- Bouldering, utilising my problem-solving abilities through creative thinking
- Cold water swimming, triathlons, and distance running – constantly setting myself new challenges
- Learning german daily – to satisfy my eagerness for knowledge and growth

ABOUT ME

A multi-disciplined designer living in Bristol, UK. Loyal, highly motivated, passionate and with significant design experience that spans both print and digital. I am currently seeking the next challenge that will further develop and build upon my creative skillset.

The dynamics of working with deadlines, management and industry standards have given me the experience to face the tasks of an exciting, ever-growing industry.

EXPERIENCE

Paligap Ltd

Mid-Weight Graphic Designer | Sep 2020 – Present

- Lead all creative projects, including the creation of digital and print assets across multiple brands distributed by Paligap, whilst adapting to various visual identity systems as well as transforming the Paligaps own brand identity
- Maintain, design, and deliver content for marketing teams across social media, email, and other digital channels
- Design custom Alé Cycling kit for both eCommerce and Independent cycling retailers, charities and countrywide clubs.
- Manage relationships with clients from concept to manufacturing, providing high-quality 3D proofs and accountable for the signoff and handover of production-ready files to the factory
- Collaborate with big-name retailers to create data-driven, UK specific cycle clothing ranges that sit in line with current seasons, trends that drive sales performance and brand notoriety
- Influence senior management to create clear and informative reports, proposals and presentations through data and analytics
- Design point of sale concepts and artworks for in-store activation working with strict budgets, specifications alongside research and liaising with manufacturers.
- Create wireframes for e-commerce landing and brand pages and hand-off to developers to boost online presence and provide other accompanying digital assets

Paligap Ltd

Junior Graphic Designer | Apr 2018 – Sep 2020

- Created, adapted, re-purposed and amended artwork files from master design templates in line with creative guidelines to a high quality and consistent across multiple formats and platforms
- Supported eCommerce with product photography, retouching and web graphics
- Created email campaign assets and social media content
- Managed assets using the WordPress Content Management System
- Produced and updated internal and external catalogues and literature
- Designed web banners, takeovers, e-mailers, social media assets, and concept visuals

Cycle Republic

Store Manager | Jun 2017 – Apr 2018

References available upon request, email hey@ben-wallace.com for further information